



OFFICE OF
THE GOVERNOR

NO. 3 FY 88-89
DATE January 11, 1989

AN ORDER
CREATING THE GOVERNOR'S
COMMISSION ON SMOKING OR HEALTH

WHEREAS, cigarette smoking is the chief, single preventable cause of death, illness and disability in the United States and in Maine; and

WHEREAS, nearly 2,000 Maine citizens die each year from the consequences of smoking; and

WHEREAS, smoking costs the citizens and taxpayers of Maine an estimated \$250,000,000 each year, including

Direct medical costs	\$124,659,230
Indirect mortality costs	86,412,140
Indirect morbidity costs	<u>46,353,442</u>

Total \$257,424,812

and,

WHEREAS, over 6,000 Maine children under age 18 begin to smoke each year and 95% of all new smokers become addicted before it is legal for them to purchase cigarettes; and

WHEREAS, a recent survey of over 28,000 students in Maine indicated that about one-fourth of high school seniors are current smokers and that nearly 30% of ninth graders are smokers in some rural counties; and

WHEREAS, a broad-based partnership between the public and private sectors is needed to mount a serious and effective effort to reduce the adverse health and economic consequences caused by cigarette smoking and the use of smokeless tobacco in Maine;

NOW THEREFORE, I, John R. McKernan, Jr., Governor of the State of Maine, do hereby establish the Governor's Commission on Smoking OR Health, the organization and function of which shall be as follows:

Purpose

The Governor's Commission on Smoking or Health is charged with developing a statewide plan to prevent tobacco use among young people, protect the health of non-smokers and reduce the health and economic impact of smoking on Maine people. This plan will identify the current status and future direction of the following:

- Prevention strategies for reaching young people through schools and other youth-serving organizations.
- The role of the media in information and education.
- Public and private regulatory and policy issues concerning the sale of tobacco, the protection of non-smokers health, and economic incentives for non-smoking.
- Funding for prevention efforts.
- Design of a statewide system to assist those smokers who want to quit.

Membership

The Commission shall be comprised of not more than 30 members, to be appointed by the Governor and to serve at his pleasure. The Commission shall include representatives from the following areas:

1. Health education
2. Medicine
3. Public health
4. Law
5. Business
6. Labor
7. Insurance
8. Advertising
9. Education
10. Legislators
11. Parents
12. School administration
13. Students
14. Representatives of tobacco interests

Officers

The Governor shall appoint an Honorary Chair and a Chair to serve during the duration of the Commission.

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Administration

The Department of Human Services, the Department of Educational & Cultural Services and the Division of Drug and Alcohol Education shall be responsible for providing staff support to the Commission.


Meetings

The Commission will convene by March 1, 1989 and shall issue its report by January 1, 1990.

Compensation

Members of the Commission shall serve without compensation. Necessary expenditures incurred by members in the performance of their duties which are allowed by State Law shall be borne by their parent organizations.

The effective date of this Order is January 11, 1989.


John R. McKernan, Jr.
Governor